

Remarks/Arguments

Claims 1-22 are now pending in this application. In the July 22, 2007 Office Action, Claims 1-5, 7-10, 12-19, 21 and 22 were rejected under 35 U.S.C. 103(a) as being unpatentable over *Piwonka et al.*, U.S. Patent No., 6,467,038, (hereinafter “*Piwonka*”) in view of *Teach Yourself Web Publishing with HTML 4 in a Week* (hereinafter “*Teach Yourself*”). Claims 6, 11 and 20 were rejected under 35 U.S.C. 103(a) as being unpatentable over *Piwonka* in view of *Teach Yourself* as applied to claims 5, 10 and 19 respectively, and further in view of *Hays et al.*, U.S. Patent No. 4,729,678, (hereinafter “*Hays*”).

By this response, claims 1-4 and 9-18 have been amended. Following entry of this response, claims 1-22 will be pending in the present application. For the reasons set forth below, the applicant respectfully requests reconsideration and immediate allowance of this application.

Claim Rejections Under 35 U.S.C. 103(a)

In the July 22, 2007 Office Action, claims 1-5, 7-10, 12-19, 21 and 22 were rejected under 35 U.S.C. 103(a) as being unpatentable over *Piwonka* in view of *Teach Yourself*. The applicant respectfully submits that *Piwonka* and *Teach Yourself* do not separately or together teach, suggest, or describe each recitation of these claims, even if combined in the manner suggested by the Office Action.

Independent Claim 1

Amended claim 1 recites, *inter alia*, “providing a BIOS-readable first escape code within a first string of the set, wherein the BIOS-readable first escape code provides an indication of at least a portion of the first string that is to be displayed in a first format.” The Final Office Action at p. 2-3 concedes that *Piwonka* “does not explicitly disclose providing a first escape code within a first string of the set wherein the first escape code provides an indication of at least a portion of the first string that is to be displayed in a first format so that upon encountering an interpreting the first escape code by a display engine, the first format is determined and the first string with the portion of the first string in the first format is generated for display.” As a result, the Final Office Action additionally relies on *Teach Yourself*.

Teach Yourself discloses the well-known concept of HTML tags, such as for bolding text and <u> for underlining text. However, nothing in *Piwonka* or *Teach Yourself*, alone or in combination, discloses that HTML tags are “BIOS-readable,” as recited in claim 1. That is, neither *Piwonka* nor *Teach Yourself*, alone or in combination, discloses a BIOS that is configured to interpret HTML tags, which are conventionally utilized in web pages. Further, the Final Office Action fails to explain how one of ordinary skill in the art would combine the international language modules of *Piwonka* with the HTML tags of *Teach Yourself*. For example, *Piwonka* does not disclose that the international language modules are even capable of interpreting HTML tags. It should be noted that HTML tags are conventionally interpreted by a web browser, which is clearly different from the BIOS.

Accordingly, *Piwonka* and *Teach Yourself*, alone or in combination, do not teach, suggest, or describe each and every element of amended independent claim 1. The applicants further submit that claims 2-8 are also patentable because they contain recitations not taught by *Piwonka* and *Teach Yourself* and because these claims depend from an allowable independent claim. The applicants therefore submit that claims 1-8 are in condition for immediate allowance.

Independent Claim 9

Amended claim 9 recites, *inter alia*, “during power on self-test (POST) or a BIOS SETUP, receiving a request from the BIOS to display a string, the string including a text to be displayed by the BIOS and an escape code specifying the format in which the text is to be displayed by the BIOS.” Amended claim 9 further recites, *inter alia*, “parsing the string to determine if the string includes the escape code; and upon determining that the string includes the escape code, displaying the text in the format specified by the escape code during the POST or the BIOS SETUP.” Neither *Piwonka* nor *Teach Yourself*, alone or in combination, discloses the recited portions of claim 9.

As previously noted, *Teach Yourself* discloses HTML tags, which are conventionally interpreted by a web browsers. Web browsers are conventionally operating system based applications that are executed well after POST and the BIOS SETUP have been completed. It follows, therefore, that neither *Piwonka* nor *Teach Yourself*, alone or in combination, discloses “during power on self-test (POST) or a BIOS SETUP, receiving a request from the BIOS to display a string, the string including a text to be displayed by the BIOS and an escape code

specifying the format in which the text is to be displayed by the BIOS” or “parsing the string to determine if the string includes the escape code; and upon determining that the string includes the escape code, displaying the text in the format specified by the escape code during the POST or the BIOS SETUP.”

Accordingly, *Piwonka* and *Teach Yourself*, alone or in combination, do not teach, suggest, or describe each and every element of amended independent claim 9. The applicants further submit that claims 10-11 are also patentable because they contain recitations not taught by *Piwonka* and *Teach Yourself* and because these claims depend from an allowable independent claim. The applicants therefore submit that claims 9-11 are in condition for immediate allowance.

Independent Claim 12

Amended claim 12 recites, *inter alia*, “upon determining that the string does not include the BIOS-readable escape code, displaying the first text in a default format while operating in a default mode.” Amended claim 12 further recites, *inter alia*, “upon determining that the string includes the BIOS-readable escape code, switching from the default mode to a graphics mode, and drawing the second text in the format specified by the BIOS-readable escape code while operating in the graphics mode.” Neither *Piwonka* nor *Teach Yourself*, alone or in combination, discloses the use of multiple operating modes, such as the “default mode” and the “graphics mode” recited in claim 12. Additionally, neither *Piwonka* nor *Teach Yourself*, alone or combination, discloses “displaying the first text in a default format while operating in a default mode” and “drawing the second text in the format specified by the BIOS-readable escape code while operating in the graphics mode.”

Accordingly, *Piwonka* and *Teach Yourself*, alone or in combination, do not teach, suggest, or describe each and every element of amended independent claim 12. The applicants further submit that claims 13-14 are also patentable because they contain recitations not taught by *Piwonka* and *Teach Yourself* and because these claims depend from an allowable independent claim. The applicants therefore submit that claims 12-14 are in condition for immediate allowance.

Independent Claim 15

Amended claim 15 recites, *inter alia*, “wherein the BIOS when executed by the processor encounters and interprets the BIOS-readable first escape code to determine the first format and generates the display of the first string on the display device with the portion of the first string displayed in the first format.” As previously mentioned, *Teach Yourself* discloses HTML tags, which cannot be interpreted by the BIOS. As such, HTML tags are patentably distinguishable from the “BIOS-readable first escape code” recited by claim 15. Further, the Final Office Action fails to explain how the HTML tags disclosed in *Teach Yourself* are interpreted by the international language modules disclosed in *Piwonka*. *Piwonka* does not disclose any capability in the international language modules to interpret HTML tags.

Accordingly, *Piwonka* and *Teach Yourself*, alone or in combination, do not teach, suggest, or describe each and every element of amended independent claim 15. The applicants further submit that claims 16-22 are also patentable because they contain recitations not taught by *Piwonka* and *Teach Yourself* and because these claims depend from an allowable independent claim. The applicants therefore submit that claims 15-22 are in condition for immediate allowance.

Conclusion

In view of the foregoing amendment and remarks, the applicant respectfully submits that all of the pending claims in the present application are in condition for allowance. Reconsideration and reexamination of the application and allowance of the claims at an early date is solicited. If the Examiner has any questions or comments concerning this matter, the Examiner is invited to contact the applicant's undersigned attorney at the number below.

Respectfully submitted,

HOPE BALDAUFF HARTMAN, LLC

/Steven Koon Hon Wong/

Date: September 28, 2007

"Steven" Koon Hon Wong
Reg. No. 48,459

Hope Baldauff Hartman, LLC
1720 Peachtree Street, N.W.
Suite 1010
Atlanta, Georgia 30309
Telephone: 404.815.1900

53377

PATENT TRADEMARK OFFICE